

29. (New) The receiving method according to claim 16, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

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30. (New) The broadcasting system according to claim 22, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

REMARKS

In light of the above amendments and following remarks, reconsideration and allowance of this application are respectfully requested.

At page 2 of the outstanding Office Action, the Examiner has objected to claims 1, 6, 16 and 22 because of the recitation including "a further". Applicant has amended these claims as requested by the Examiner and therefore requests that the objection to these claims be withdrawn.

At paragraph 2 of the outstanding Office Action, the Examiner has rejected claims 1-26 under 35 U.S.C. §102(e) as being clearly anticipated by Schein et al. (U.S. Patent No. 6,002,394). Applicant respectfully traverses the rejections.

Applicant has amended independent claims 1, 6, 16 and 22 to recite that the commercial information is sequentially displayed on the program screen. No further action by the user is required. By displaying sequentially, the user is able to view each portion of the commercial information. Applicant submits that Schein et al. fails to disclose this feature.

Schein describes either having all information available on-line, or transmitting all of the information in a database up front. Schein does describe that "a scrolling commercial message 524 may be located underneath program matrix sponsors, etc. The viewer may navigate to message 524 to receive more information or to purchase the product or program" (Schein, col. 22, lines 13-18). However, there is no disclosure in the portions of Schein et al. relied upon by the Examiner of the automatic display of a sequence of advertisements in a single window when the cursor is placed over commercial information, therefore requiring no further action by a user. Applicant therefore respectfully requests that the rejection of claims 1, 6, 16 and 22 under 35 U.S.C. §102(e) be withdrawn.

Claims 2-5, 7-15, 17-21 and 23-26 depend, either directly or indirectly, from claims 1, 6, 16 and 22 and are therefore allowable for this reason alone, and additionally as presenting independently patentable combinations in their own right. Applicant respectfully requests that the rejection of claims 2-5, 7-15, 17-21 and 23-26 under 35 U.S.C. §102(e) be withdrawn as well.

Applicant has also added new claims 27-30. These claims depend from independent claims 1, 6, 16 and 22, respectively and are therefore allowable for this reason alone. These claims recite that when a cursor is moved onto one program column on the electronic guide screen, a plurality of commercial information that is included in one program is sequentially displayed. Therefore, when a cursor is moved over a program column of the

program guide screen including commercial information, the commercial information is automatically displayed as a sequence of information. Applicant therefore submits that the rejection of these newly presented claims over the prior art of record would be improper.

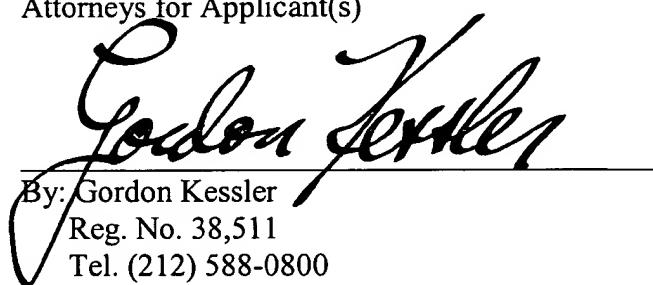
CONCLUSION

Statements appearing above in respect to the disclosures in the cited references represent the present opinion of Applicant's undersigned attorney and, in the event that the Examiner disagrees with any of such opinions, it is respectfully requested that the Examiner specifically indicate those portions of the reference providing a basis for a contrary view.

Applicant has made a diligent effort to place claims 1-30 in condition for allowance, and entry of the above amendments and notice of the allowance of these claims is earnestly solicited. If the Examiner is unable to enter these amendments or issue a Notice of Allowance regarding these claims, the Examiner is requested to contact the undersigned attorney to discuss any fourth outstanding issues.

Early and favorable consideration are respectfully requested.

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ATTACHMENT

VERSION WITH MARKINGS SHOWING CHANGES MADE

IN THE CLAIMS

Claims 1, 6, 16 and 22 have been amended as follows.

1. (Three Times Amended) An information transmitting method for transmitting a program guide information together with a broadcasting program, wherein commercial information which corresponds to said program guide information and which is sequentially displayed on a program guide screen in a receiver is transmitted together with said program guide information[, said commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information]; and wherein said [further detailed] commercial information is transmitted in accordance with said address information comprising said commercial information when a cursor is moved onto a program column of said program guide screen.

6. (Three Times Amended) A receiving apparatus for receiving a broadcasting signal including commercial information [comprising at least address information designating a location of a further detailed information corresponding to said commercial information] and electronic program guide information, comprising: separating means for separating said program guide information from the received broadcasting signal; and

processing means for displaying commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated electronic program guide information, wherein said processing means [when a cursor is moved onto one program column on said electronic program guide screen,] performs display processing to sequentially display [plural items] a plurality of commercial information [and further detailed information in accordance with said address information included in one program onto which the cursor has been moved] in said part of the display area on said electronic program guide screen.

16. (Twice Amended) A receiving method, comprising the steps of:
receiving a broadcasting signal including commercial information and electronic program guide information;
separating said electronic program guide information from the broadcasting signal received;
displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information; [, said commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information,]
moving a cursor onto one program column on said electronic program guide screen being displayed; and

sequentially displaying [plural items of said detailed information corresponding to] a plurality of said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.

22. (Twice Amended) A broadcasting system, comprising:

 a transmitting apparatus for transmitting a broadcasting signal including commercial information and electronic program guide information; and

 a receiving apparatus for receiving said broadcasting signal separating said electronic program guide information from the broadcasting signal received;

 displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information; [, said commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information]

 moving a cursor onto one program column on said electronic program guide screen being displayed; and

 sequentially displaying [plural items of said detailed information corresponding to] a plurality of said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.

Claims 27-30 have been added as follows.

27. (New) The information transmitting method according to claim 1, wherein when a cursor is moved onto one program column on said electronic program guide screen,

display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

28. (New) The receiving apparatus according to claim 6, wherein when a cursor is moved onto one program column on said electronic program guide screen, said processing means performs display processing to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

29. (New) The receiving method according to claim 16, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

30. (New) The broadcasting system according to claim 22, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.